RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

COPY

July 25, 1997

RJR Account #088080
Ms. S. Marabito
J. A. CALDERON CO.

SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Shelia:

WINSTON regular product has been ordered (see quantities listed below), as well as **52** skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	WINSTON Brand Style	Case Size	#/ Cases
12300-11112	*Light*	12M	1
12300-11906	*Light Box*	6M	1
12300-11012	*Full Flavor*	12M	1
12300-11212	*Full Flavor Box*	12M	1

Product / Premium Arrival:	**August 11, 1997**
Ship Date to Retail:	**Week of: August 25, 1997**
SKU CUBE:	**1.7150**
SKU WT (w/o Product):	**6.6200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$2,499.72**
Non-EFT $ Amount:	**$N/A**

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Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$98.00 (3.5 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 700649 70900 WIN SEP B2G LTRS
TEMPLATE SEQ : 0013
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162621	268764	7-11 #11277	1482 BUFFALO RD	ROCHESTER	NY	14624	1		0001-0402		(716)436-0481
162602	162621	654775	7-11 #11278	720 ELMGROVE RD	ROCHESTER	NY	14606	1		0001-0402		(716)426-1140
162602	162630	679258	TUBBY'S DELIRAUNT	1097 LONG POND RD	ROCHESTER	NY	14626	1				(716)227-0120
162602	162621	684550	RITESIDE MINI MKT	2709 CHILI AVE	ROCHESTER	NY	14624	1				(716)426-2151
162602	162630	764134	N SIDE SER CENTER	4118 LAKE RD N	BROCKPORT	NY	14420	2	NYS			(716)637-9893
162602	162621	268748	CFM #33-041/F	1726 LONG POND RD	ROCHESTER	NY	14606	2	NYS	0990-0000		(716)426-5140
162602	162630	268798	BOBS GROCERY	1722 LAKE RD	HAMLIN	NY	14464	2	NYS			(716)964-2430
162602	162621	326498	LYELL VIDEO CENTER	1366 LYELL AVE	ROCHESTER	NY	14606	1	NYS			(716)458-1770
162602	162630	539162	STOP-N-SHOP	692 MANITOU RD	HILTON	NY	14468	2	NYS			(716)392-5080
162604	162621	510617	HIGHLAND MINI MARKE	834 SOUTH AVE	ROCHESTER	NY	14620	1				(716)461-4497
162604	162620	524833	SCHOENHART MOBIL/F	2175 PENFIELD RD	PENFIELD	NY	14526	2				(716)377-5689
162604	162621	268721	NICKS SUPER STORE	460 MONROE AVE	ROCHESTER	NY	14607	1				(716)271-1390
162604	162621	268724	BI-RITE MKT	3289 E RIVER RD	ROCHESTER	NY	14623	1				(716)328-8770
162604	162630	268755	M&T GROCERIES	1070 STONE RD	ROCHESTER	NY	14616	1				(716)663-4232
162604		568774	7-11 #23893	1660 ELMWOOD AVE	ROCHESTER	NY	14620	1		0001-0402		(716)271-6901
162604	162620	587842	7-11 #21337	1809 PENFIELD RD	PENFIELD	NY	14526	1		0001-0402		(716)381-7955
162604	162624	633313	M&S PARTNERS INC.	DBA A PLUS	EAST ROCHESTER	NY	14445	1		0362-0102		(716)381-5764
162604		651384	ABURASS MINI MARKET	495 SOUTH AVENUE	ROCHESTER	NY	14620	1				(716)454-0515
162604		652088	JOE'S DELI & FOOD M	1306-1038 DEWEY A	ROCHESTER	NY	14612	1				(716)254-4540
162604	162630	657232	MATHIAS PATRAWALA I	1475 W RIDGE ROAD	ROCHESTER	NY	14615	1		0362-0102		(716)663-3059
162604		705968	295 STONEWOOD INC	STONEWOOD DELI	ROCHESTER	NY	14616	1				(716)663-8110
162604	162620	716294	FT UNITED MARKET	645 CULVER RD	ROCHESTER	NY	14609	1				(716)482-7547
162604		728375	S&F MINI MART	642 MONROE AVE #	ROCHESTER	NY	14607	1				(716)274-4850
162604		743983	RANI MART	1416 CULVER RD	ROCHESTER	NY	14609	1				(716)288-2540
162604	162630	763221	7-11 #21412	3345 LAKE AVE	ROCHESTER	NY	14612	1		0001-0402		(716)663-8173
162604	162621	763651	7-11 #24058	464 THURSTON RD	ROCHESTER	NY	14619	1		0001-0402		(716)235-3029
162604	162620	763722	CFM #33-054	1430 CLINTON AVE	ROCHESTER	NY	14621	1		0990-0000		(716)266-5284
162604	162620	763803	CFM #33-055	1404 NORTON ST	ROCHESTER	NY	14621	1		0990-0000		(716)467-5685
162604	162621	269157	WORLD WIDE NEWS	100 SAINT PAUL ST	ROCHESTER	NY	14604	1				(716)546-7140
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162604	162620	505050	DON SCOTT AUTO MART	3290 ATLANTIC AVE	PENFIELD	NY	14526	1	NYS			(716)377-0631
162604	162621	268713	7-11 #24809	3995 W HENRIETTA	ROCHESTER	NY	14623	1	NYS	0001-0402		(716)359-3314
162604	162621	415991	REFINERS	417 MONROE AVE	ROCHESTER	NY	14607	1	NYS			(716)244-6310
162604	162630	764381	CFM #33-053/F	501 LONG POND RD	ROCHESTER	NY	14612	1	NYS	0990-0000		(716)227-2157
162604	162630	268763	MCCALL MINI MART	90 MCCALL RD	ROCHESTER	NY	14615	1	NYS			(716)663-3970
162604	162621	268815	MAALI'S MARKET	587 MAPLE ST	ROCHESTER	NY	14611	1	NYS			(716)235-2269
162604	162630	549096	STOP N SHOP MOBIL/F	2044 LATTA RD	ROCHESTER	NY	14612	2	NYS			(716)663-4353
162604	162620	559196	HENRY'S MINI MT.	519 MERCHANTS RD	ROCHESTER	NY	14609	2	NYS			(716)482-7920
162605	162620	679346	DOLLAR & MORE	6144 STATE ROUTE	WILLIAMSON	NY	14589	2				(315)589-3093
162605		722996	JW MALCHO ENTERPRIS	DBA THE STATION	MACEDON	NY	14502	1				(315)986-5600
162605	162232	724735	J&S DISCOUNT STORE	118 EXCHANGE ST	GENEVA	NY	14456	3				(315)789-0680
162605	162620	503226	FAIRPORT MOBIL MART	110 S MAIN ST	FAIRPORT	NY	14450	1	NYS			(716)223-7645

PAGE BREAK TOTAL ACCOUNTS 42 TOTAL QUANTITY 52

TEMPLATE TOTAL ACCOUNTS 42 TOTAL QUANTITY 52

********** END OF REPORT FOR PROMOTION 700649 **********

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 08/27/97

ACCOUNT NUMBER: 088080
VOUCHER NUMBER: 15367385
DATE WRITTEN: 08/27/97
STATUS: PAID
AMOUNT PAID: 98.00

J. A. CALDERON CO.
1467 MAIN ST E
ROCHESTER , NY 14609

SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	3.50	98.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / AZ

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